

1955 HOME DECORATOR

and How-to-Paint Book



Rural Boxholder—Local



FROM YOUR FRIENDLY SHERWIN-WILLIAMS PAINT DEALER

SHULTS PAINT CO., INC.

37 No. Front St.

Phones: 162 & 163

KINGSTON, NEW YORK



BEFORE YOU DECORATE . . . SEE

the Newest Trends in Home Beauty

IN OUR COLOR SERVICE CENTER



Naturally you want the newest fashions for your walls when you "do over" a room. And naturally you want the perfect wall and woodwork colors to go with the furnishings you have.

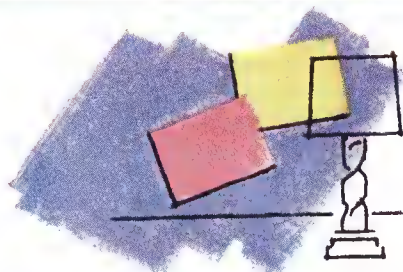
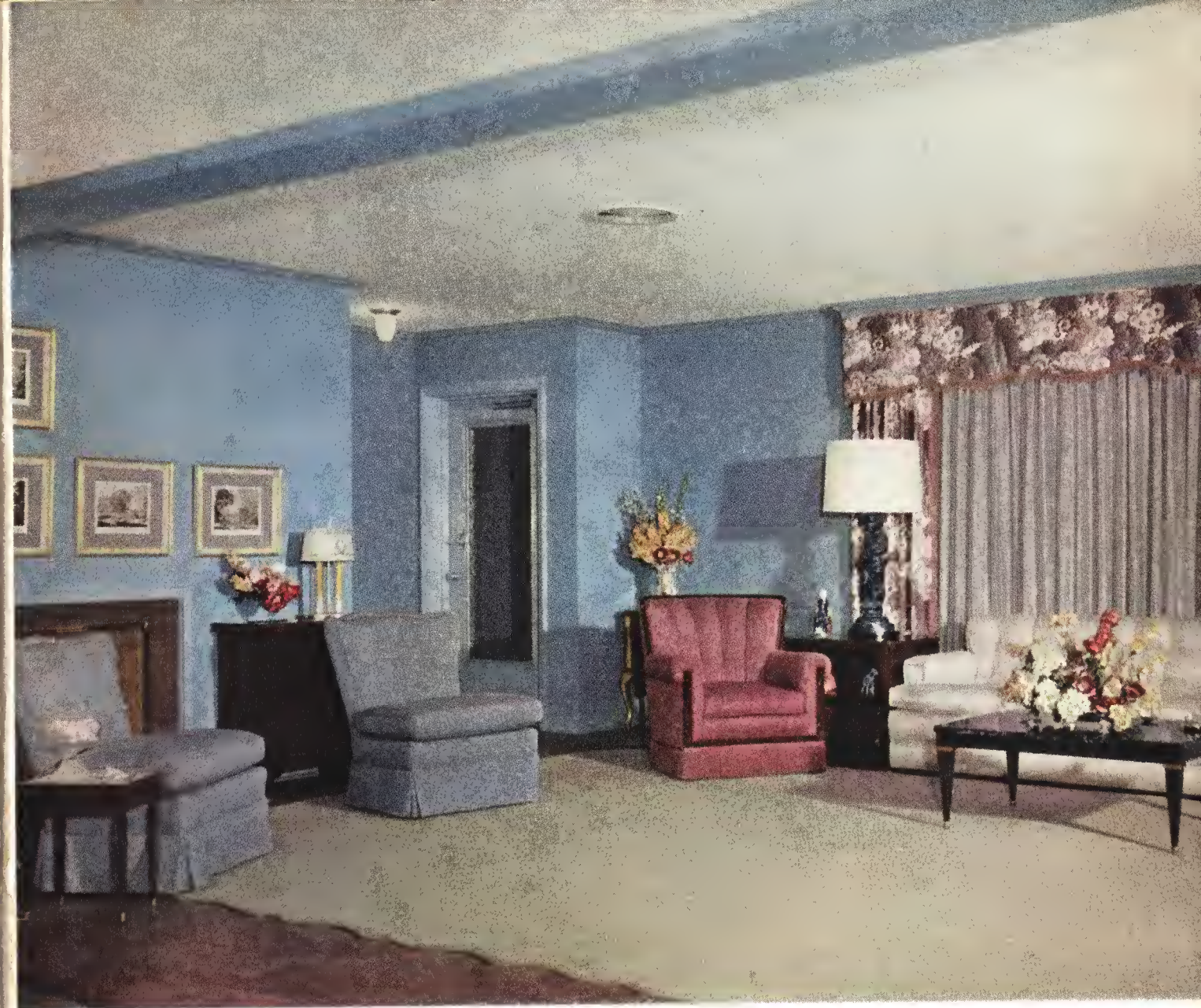
That's why you'll be smart to visit our Color Service Center. Here we can show you hundreds of glorious colors for every room in your home.

Added to the old favorites are scores of new beauties that will give you wonderful new ideas for decorating your home. It's a thrill just to look at them, they're so lovely. Ranging from very pale to very deep, they are shown in color harmonies worked out by experts, so that at a glance you see four colors that go together

to perfection. That way, you can be absolutely sure of your paint color.

And now for truly exciting news! To the velvet-rich colors of Super Kem-Tone, you can now add the charm of patterns to give your walls new interest, new loveliness. You simply roll them on with fabulous new Applikay.

The following pages tell you all about Applikay designs . . . show you some of the new paint colors in actual rooms . . . explain where and how to use different types of paints for best results. And of course we'll be glad to advise you on your painting to make your home more beautiful.



Cover picture shows a blending of blues that puts adjoining rooms in harmony yet makes each different. Super Kem-Tone Charcoal Blue was used on living room walls, Wedgwood on dining room walls, with Pastel Blue for ceiling of both . . . a harmony from page 106 of our Decor-Aider.

Invitation to Pleasant Living

The quiet charm and friendly atmosphere of this lovely room owes much to the serene, distinctive color harmony . . . clear blue, soft grays, and white with rose tones for warmth. Walls are painted Super Kem-Tone Skyline Blue with matching Kem-Glo on the beam to carry this charming color across the ceiling, painted with Super Kem-Tone Ceiling Flat White. It's a color harmony decorators approve . . . as shown on page 95 of our Decor-Aider where Skyline Blue is shown with a rose and gray very like the rose and gray tones in the furnishings.

Lovely New *Super Kem-Tone* Colors add so much to a room . . . cost so little!



*And . . . you can choose from
130 glorious colors . . . in this
Washable Latex Wall Paint*

You never saw colors like them! Rich as velvet on your walls, any Super Kem-Tone color you choose makes a room look more luxurious, more interesting. Yet . . . enough Super Kem-Tone for the walls and ceiling of the average size room costs less than \$10.00. It's the thriftiest way in the world to transform a room.

So, don't just wish for a "new room." Have one. Choose from 130 Super Kem-Tone colors, all displayed in our store, so that you can see them all at once and quickly find the exact shade you need. For woodwork, you can get matching colors in Kem-Glo.



Amazingly easy to apply

You can easily do a professional-looking job yourself . . . with Super Kem-Tone. It needs no thinning, just stir and apply. Goes on evenly, dries in an hour to the smoothest coat of color you could want. And it's twice as fast, twice as easy with the Roller-Koater.

Color harmonies assured

You don't have to worry about what colors go together. Our Decor-Aider shows Super Kem-Tone colors arranged by experts in hundreds of color harmonies. And, the Sherwin-Williams Style Guide shows you photographs of actual rooms using many of these color harmonies.

Where to use Super Kem-Tone

In living rooms, dining rooms, bedrooms, halls, recreation rooms, basements. Super Kem-Tone goes over wallpaper, plaster, wallboard, brick and previously painted walls and ceilings. One coat usually covers.

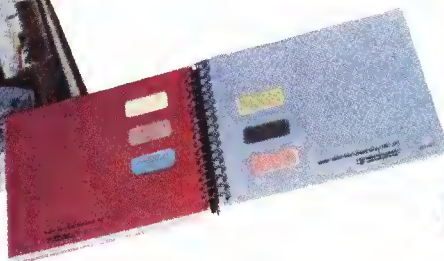
It's guaranteed washable

After Super Kem-Tone has dried 3 or 4 weeks, it's amazingly washable . . . even crayon marks and mercurochrome wash off. And you can wash it again and again with ordinary household cleaners without impairing its beauty, because Super Kem-Tone is so tough.





Super Kem-Tone Melodie Green for the walls makes a cool contrast with the yellows in the room . . . a harmony suggested in our Decor-Aider.



Visit our Paint Service Center for decorating ideas

Sherwin-Williams Paint and Color Style Guide shows 16 x 20-inch full-color photographs of actual rooms showing good use of Super Kem-Tone colors. Borrow it to use at home . . . you'll get scores of ideas.

Sherwin-Williams Decor-Aider shows Super Kem-Tone colors arranged in hundreds of color harmonies. Each page displays a decorator-approved 4-color harmony. You may borrow it to use at home.



PHOTOGRAPH COURTESY "LIVING FOR YOUNG HOMEMAKERS"

Quiet Background for Living

Soft, muted tones for the largest color areas in this room give it an air of serenity equally smart for family evenings at home or gay entertaining. Super Kem-Tone Birch Gray was selected for walls and ceiling to harmonize with the warm tone of the brick wall, as shown in our Decor-Aider. And how well it shows off the deep tones of the furniture and golden hues of the lamps!

Walls are the largest color area in a room . . . make yours

A Roomful of "Sunlight"

Any hour of the day, any season of the year this room looks "sunlit". The walls set the mood . . . and they were so easy to color-style from our Decor-Aider. First, Super Kem-tone Cordova Brown was selected for the dining wall, to blend with the floor. The harmony on that page suggested Super Kem-Tone Sunlight Yellow for the other walls, with the soft gray chosen for the sofa. The result is a room that's fun to live in!



Walls That Really Flatter

How smart the clean-cut lines of the furniture and modern accessories look against these walls! A lighter green than the rug, they carry out the fashion for decorating all in one color. Our Decor-Aider makes it easy to do . . . it shows Super Kem-Tone Jade to be in complete harmony with the deep green of the rug. Super Kem-Tone Ceiling Flat White picks up the white in the draperies and complements the dramatic touches of black.



PHOTOGRAPH COURTESY LLOYD MANUFACTURING COMPANY, MENOMINEE, MICH.

beautiful with **SHERWIN-WILLIAMS** *Super[®] Kem-Tone*



Paint Left Over?

Use it to paint the lamp shades as part of your color scheme. You can avoid smearing both shade and your fingers by placing shade over a bowl. Store any paint still left in a small airtight jar, labeled with paint name and color.

Refreshing Individuality

A dining corner decorated with a hobby . . . and those big photographs do show up well against the subtle Super Kem-Tone Sandstone used on the walls. It was chosen from page 100 of our Decor-Aider, where it's shown in harmony with the rosy color of the shag rug and the grayish tone of the table. Chairs were finished in Flat Black Enameloid.





PHOTOGRAPH COURTESY KENTILE, BROOKLYN, N. Y.

Planned for a Boy

Sturdy, masculine, carefree . . . and so easy to do! With Super Kem-Tone Ocean Green and Princess Ivory for walls and ceiling, the kids can help paint . . . it goes on so easily. Matching Kem-Glo for woodwork and built-ins carries out the color scheme to perfection. And every inch is washable.

Deep Colors for Elegance

Deep tones make a luxurious background for the clean lines of the blond furniture. With Super Kem-Tone Monterey Red, this wall elegance is inexpensive. This velvet-rich color picks up the red in the textured rug and has the same value as the green spread. Bamboo curtains and printed draperies repeat both major and accessory colors to "tie the room together".



Try This!

When painting near floor or ceiling, a paint guard is a big help. It protects the area you don't want painted. Wipe off the edge from time to time so it won't smear.

PHOTOGRAPH COURTESY KENT-COFFEY MANUFACTURING COMPANY, LENOIR, N. C.



SO FAST, SO EASY... a "new room" in a day with

SHERWIN-WILLIAMS

Super Kem-Tone



Super Kem-Tone goes on smoothly over previously painted surfaces, wallpaper, plaster, wallboard and brick.

One coat is usually enough, and it dries in an hour.

Stir paint well from the bottom of the can up; protect furniture and floor with drop cloths; remove light switches . . . and you're ready to follow these easy steps to beautiful walls.



Prepare the surface

Dust off wallpaper with a soft cloth. Wash enamel surfaces with household cleaner, then sand the gloss so new paint will cling. Be sure to wipe off sand dust. Fill cracks and nail holes with Plastic Patch.



"Cut in" at corners

With your 2-inch brush, paint a narrow strip at all corners, where ceiling joins walls, and around all woodwork. Do one area, followed immediately with the Roller-Koater.



Now the Roller-Koater

Fill tray about $\frac{1}{2}$ full. Roll your Roller-Koater down into the paint, then back and forth over the empty end of tray to remove excess and distribute the paint evenly.



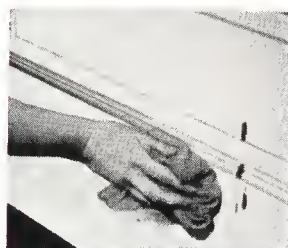
Paint ceilings first

Start in a corner, work the short way of the room. Roll forward, then back, overlapping the "cut-in" strip. Roll a second and third strip, each slightly overlapping; lightly cross-roll to level off. Then continue across the ceiling.



Start walls in corner

Start near top, roll up, then down overlapping the cut-in strip. Roll 2 or 3 strips from ceiling to floor, each overlapping the preceding one. Then cross-roll to spread the paint evenly. It goes fast!



Clean up spatters

Super Kem-Tone dries rapidly, so the sooner you wipe off stray spatters, the easier. A cloth dampened in water will clean them off quickly . . . keep one handy. But you won't spatter much using a Kem Roller-Koater.



Wash tools in water

Wash Roller-Koater, brush and tray thoroughly in warm water with plenty of suds . . . soap or detergent. Rinse in clear water and hang up to dry. Wrap in paper or plastic bags to store dust-free.



Painting bare plaster

Be sure new plaster is thoroughly dry; wash off sizing and wallpaper paste where paper has been removed. Apply a coat of wall primer tinted with Kem Tinting Colors. Let dry overnight, then apply Super Kem-Tone as shown above.

A fascinating new way to give

SUPER[®] KEM-TONE

Applikay

opens up a whole new world of beauty for your home

The most wonderful decorating news in years . . . an easy way to achieve individual design effects for your walls in almost unlimited variety.

And the effects in a room are exquisite. You can work out color harmonies to tie in with your furnishings. You can put your walls in key with the textures of the fabrics you use. With Super Kem-Tone Applikay, you can give living and dining rooms, bedrooms and halls new elegance and greater distinction.

It's easy to do. You simply roll on your Applikay design over freshly applied Super Kem-Tone . . . the roller does all the work. The Applikay bonds itself firmly to the Super Kem-Tone with no "raised" or embossed lines . . . it's as smooth as printed silk. When dry, it's just as washable as Super Kem-Tone. And, you can paint right over it again, when you want to redecorate. Better see Applikay before you plan any new decoration . . . you'll discover new dimensions in beauty for your home.



Decorative possibilities are unlimited

The following pages show you photographs of a few effects you can achieve with Applikay. But you really have to see it, to realize how lovely it is, for no photograph can reproduce its subtle, silken beauty. So . . . come in to look at our Decor-Aider Selector. It shows . . . in actual size . . . hundreds of different decorator-approved effects achieved by combining Applikay designs and colors over Super Kem-Tone colors. Hundreds more are possible . . . you can create your own to meet your individual decorative needs.



your walls New Glamour!

It's all so easy



First . . . paint your walls with Super Kem-Tone in any color you choose. Let dry one hour and not more than three weeks.



Then . . . roll on Applikay in the design and color you prefer. It's as easy as that!



One lovely pattern . . . two delightful effects

Enchanting new beauty with true individuality for your rooms . . . that's what this exciting new fashion in wall decoration brings you! Here, Applikay Silken Fleece Design was used to unify adjoining rooms . . . in different harmonizing colors to give each a different character. Applikay Crystal Green over Super Kem-Tone Caprice Yellow makes the living room gay. The dining ell is "quieter", with Applikay Radiant Pink over Ramona Green. And each harmonizes with the other.



*Applikay Sapphire Blue in the Evening Star Design
over Super Kem-Tone Camellia Pink.*



*Applikay Sapphire Blue in the Birchbark Design
over Super Kem-Tone Chartreuse.*



*Applikay Moonmist White in the Homespun Design
over Super Kem-Tone Sandalwood.*



*Applikay Moonmist White in the Ming Design over
Super Kem-Tone Wedgwood Blue.*



*Applikay Silvery Gray in the Falling Feather Design
over Super Kem-Tone Colony Blue.*



*Applikay Moonmist White in the Ivy Design over
Super Kem-Tone Melodie Green.*



*Applikay Moonmist White in the Jackstraw Design
over Super Kem-Tone Flamingo.*



*Applikay Moonmist White in the Meadow Flower Design
over Super Kem-Tone Ramona Green.*



*Applikay Silvery Gray in the Wheat Design over
Super Kem-Tone Shasta White.*



*Applikay Moonmist White in the Homespun Design
over Super Kem-Tone Harvest Tan.*



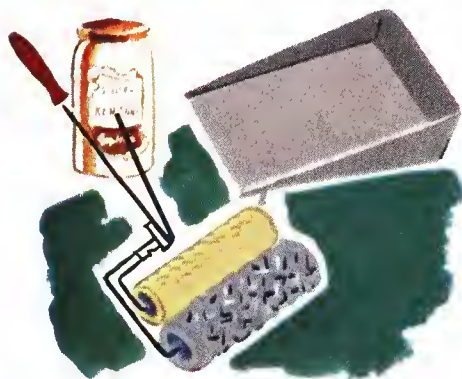
*Applikay Moonmist White in the Silken Fleece Design
over Super Kem-Tone Skyline Blue.*



*Applikay Silvery Gray in the Ming Design over
Super Kem-Tone Monterey Red.*

Easy steps to achieve beautiful decorative effects

with SUPER® KEM-TONE Applikay



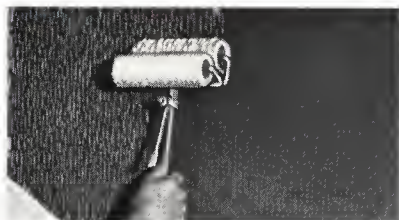
First . . . the Base Coat

Paint your walls with Super Kem-Tone in the color you prefer. Roll or brush it on as you like. Let it dry at least one hour or no longer than three weeks.



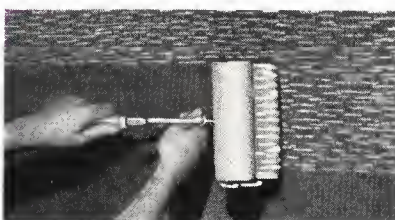
Load Applikay Roller

Stir Applikay and pour a little over the screen and let it flow to the deep end of the roller tray. Roll the fabric roller of your twin roller into the paint, then back and forth over the screen in the dry end to distribute the paint evenly over the fabric.



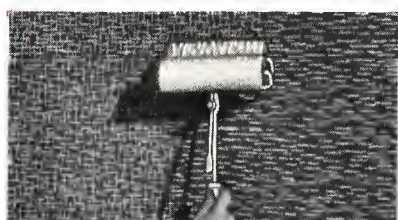
Rolling a Vertical Design

With the design roller, starting at the left side of the wall, roll a strip from the top down. Do *not* roll back over the same strip. Roll a second strip as close as possible to the first, and so on across the wall.



Rolling a Horizontal Design

Start in top right-hand corner. Hold your roller in both hands and pull it toward you across the wall. Do *not* roll back over the same strip. Roll a second strip immediately below it, and so on down the wall.



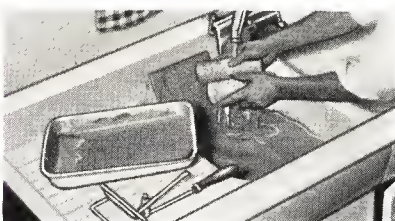
How to Cross-Roll a Design

For those who want individualized effects, some designs may be rolled both vertically and horizontally if desired. In that case, first roll the design on horizontally, let it dry, and then roll it on vertically.



How to Do Small Spaces

In spaces too small for the 7-inch roller, use the hand-stamp in the same design. "Ink" it by pressing it lightly against your loaded fabric roller. Make an impression on a piece of paper to remove any excess paint. Then press the hand-stamp on such small spaces as corners, strips between windows, triangles left on stair walls, and so on.



Wash Tools in Water

Roll fabric roller on newspapers to press out any remaining paint. Then, detach both rollers and wash in soapy water, rinse in clear water. When dry, put back in plastic bags to store. Also . . . if you make a mistake during application, just wash it off immediately with water and a sponge . . . using light strokes . . . and begin again.

It's SO simple,

so easy, that . . .
with proper instructions
. . . a child can do it.





Graceful all-over design ... distinctive color harmony

A delightful room . . . friendly and gay with its beautiful balance of warm and cool colors and interesting contrast of design! The walls . . . with their charming and "different" Applikay decoration . . . play a big part. That graceful, swirling Applikay design sets off the big pattern of the draperies and picks up their rich rose and soft blue tones to perfection . . . achieving delightful individuality that you can create for your walls only with Applikay over Super Kem-Tone. And it's so easy to do.



Step 1. The walls were painted with Super Kem-Tone Sunset Rose to match the rose tones in the draperies.

Step 2. Applikay Falling Feather Design was rolled on in Applikay Sapphire Blue to pick up the blue tones in the draperies.

Such Beautiful Colors! Such a Beautiful Finish!

The miracle enamel with a subdued lustre that looks and washes like



A Kitchen with Sunny Airs

The color scheme creates a spring-like atmosphere . . . with its subtle combination of yellow, blue and gray. Kem-Glo Citron Yellow was selected for the cupboards with Kem-Glo Bermuda Turquoise on the dining wall to blend with the floor. Kem-Glo Graystone on ceiling and cupboard wall softens the effect . . . yet keeps it light and gay.



Ready to Use . . . Stir and Apply

So Light and Airy

Delightful to work in, enchanting for snacks any hour of the day or night! It's largely due to the winsome combination of Kem-Glo Sunbeam Yellow for the kitchen with Delphinium Blue in the dining nook . . . a color harmony you'll find on page 28 of our Decor-Aider. And, Kem-Glo makes it all so easy to keep sparkling clean.

PHOTOGRAPH COURTESY
YOUNGSTOWN KITCHENS AND MCCALL'S MAGAZINE



SHERWIN-WILLIAMS KEM-GLO®

baked enamel . . . in 130 beautiful colors and brilliant white that STAYS white

There's no enamel like it! Kem-Glo has a rich, subdued lustre that adds a look of luxury wherever you use it. It makes kitchens and bathrooms glow with color . . . adds distinction to woodwork throughout your home . . . positively transforms indoor and outdoor furniture. Yet it's so practical! It dries to a tough, hard film that looks like baked enamel . . . washes as easily as your refrigerator. And . . .

you'll be thrilled with the colors. Kem-Glo comes in the same 130 lovely colors as Super Kem-Tone. You can color-style kitchens and bathrooms as smartly as living rooms, dining rooms or bedrooms . . . make woodwork match or contrast with Super Kem-Tone walls and carry out your color schemes to perfection in any room, for 130 matching colors in your two favorite paints make it easy!



Easy to Apply

You never dreamed enamel could be so easy. Kem-Glo flows on . . . shows no brush marks. On walls, you can apply it with a Roller-Koater.



Dries So Quickly

You'll be thrilled with its speedy drying. 3 to 4 hours after it's applied, Kem-Glo is dry and your room is ready to use! No long-drawn-out disorder.



Resists Steam

Steam from showers, cooking, etc., can't penetrate and "spot" Kem-Glo's tight, tough film. Even boiling hot water won't mar Kem-Glo's lovely finish.



Easy to Wash

Dust and soil wash off with ordinary household cleaners . . . as easy as washing your refrigerator. And . . . hundreds of washings won't spoil its beauty.



Withstands Grease

Cooking spatters and cosmetics won't penetrate Kem-Glo's tile-smooth surface . . . they wash off easily with usual household cleaners, leaving no trace.



Resists Stains

Mercurochrome, ink, crayon marks, fruit juices, alcohol . . . all wash off without staining or marring the surface because Kem-Glo has such a tight, smooth film.

KEM-GLO® . . . for the luxury look on

walls, woodwork, built-ins and furniture . . .



PHOTOGRAPH COURTESY LLOYD MANUFACTURING COMPANY, MENOMINEE, MICH.

Background of Beauty

You can make shutters a center of attraction to enhance your furnishings and harmonize with your walls. Here you see how subtly they show off the light table top and how warmly they go with walls and rug. You'll find this color scheme on facing pages 24 and 25 in our Decor-Aider . . . Super Kem-Tone Olive and Kem-Glo Pastel Gray.

Quick Clean-Up

To speed cleaning Kem-Glo brushes, use Kem Paint Brush and Roller Cleaner. Work a small amount well into the brush, then simply wash it under the water tap. Effective with all brushes used for any interior or exterior oil paint.



Furniture to Fit Your Color Scheme

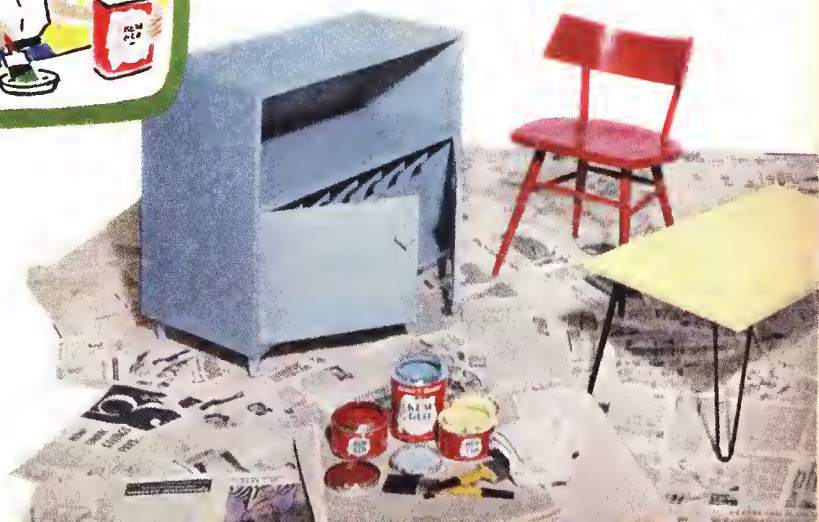
You can turn furniture into bright accents or make it blend with the background . . . with Kem-Glo's 130 colors shown in 4-color harmonies in our Decor-Aider. For Kem-Glo withstands scuffing and chipping. Easy to apply, too. Needs no under-coater. On bare wood, apply two coats.



ROOM BY THE MAKERS OF ARMSTRONG'S LINOLEUM

Decorate with Built-Ins

Built-ins become decorative walls as well as roomy space-savers with good use of color . . . like this in deep green to set off the gold tone of the ceiling and gay yellows in the rug and draperies. You'll find this color . . . Parklane Green . . . in our Decor-Aider shown with Yellow Gold and Sheba Yellow, all available in Kem-Glo and Super Kem-Tone.





A beautiful finish in a few hours with **SHERWIN-WILLIAMS KEM-GLO®**

The easiest enamel in the world to use. Kem-Glo comes ready to use, needs no thinning. Stir thoroughly from the bottom of the can up. Apply over plaster, wood, previously painted surfaces, brick or metal. Use a 4-inch Kem Nylon Brush for walls, 2½-inch for woodwork and a sash brush for windows.



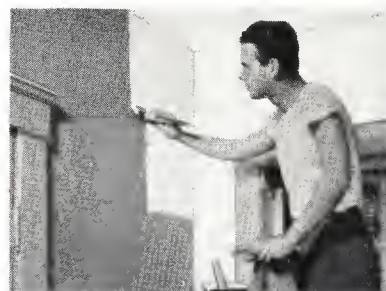
Prepare the Surface

Wash off dirt, wax and grease. Sand or wash high-gloss surfaces to dull the gloss so new paint will cling. Sand rough woodwork smooth and wipe off sand dust. Fill cracks and nail holes with Plastic Patch and when dry, spot-prime with Kem-Glo.



Paint Ceilings First

Start in a corner, work the short way of the room. With your 4-inch brush, paint a strip 2 or 3 feet long . . . as far as you can comfortably reach. Paint succeeding strips each slightly overlapping the other. After 3 or 4 strips, cross-brush lightly without refilling brush. Then continue across the ceiling.



Painting Walls

Starting at top, in a corner, paint a strip 2 or 3 feet long, using your 4-inch brush. Paint a second and a third strip, each overlapping the other. After 3 or 4 strips, cross-brush lightly without refilling brush. Then continue down the wall. Continue in this way across the wall. Do one wall before stopping.



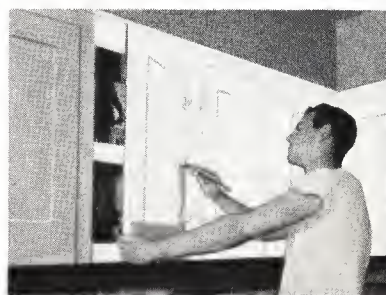
Level Off Lightly

As soon as you've cross-brushed an area, level it off with light upward strokes, always brushing from the edge of the unpainted area over the painted area. Do not refill brush. Then continue the area started at the ceiling, down to the baseboard . . . and so on across the wall.



Enameling Bare Plaster

Follow the same procedure, except . . . make sure new plaster is dry; wash off all glue and sizing where wallpaper has been removed. No primer or sealer is required. Apply 2 coats of Kem-Glo with 3 to 4 hours' drying between coats. Sand first coat lightly before applying the second.



Enameling Cupboards

Enamel inside of cupboards first . . . start with back, then shelves, next insides of doors . . . it's easier if you first remove the doors. Paint outsides of doors after insides are dry. After painting several feet of woodwork, level off by brushing lightly with the grain of the wood.

NOTE: If you prefer, you may apply Kem-Glo to walls and ceiling with the Kem Roller-Koater. Follow the same technique illustrated for Super Kem-Tone on page 9 of this book.



To approximate this delicate color, add a quart of SWP Winthrop Red to each four gallons of SWP Tinting White.

An interesting entrance takes on added charm, painted SWP Plymouth Green to contrast with Gloss White on the house. Note how richly it harmonizes with dark Sagamore Green accenting the shutters.



MORE HOMES ARE BEAUTIFIED AND **SWP**® HOUSE THAN WITH ANY OTHER BRAND

... because it looks better, lasts longer and is more economical

Satisfied SWP House Paint users are counted by the millions . . . they far outnumber homeowners who use any other brand of house paint.

Their experience proves that SWP House Paint gives the greatest satisfaction . . . sparkling beauty, long-lasting protection plus the *extra* years of service that cut painting costs 'way down. So . . . why take a chance when SWP House Paint has been proved by performance over the years by these satisfied homeowners. The following pages tell you what's behind the superior performance of SWP House Paint.

SWP HOUSE PAINT ASSURES YOU OF ALL THESE ADVANTAGES

- Faster, Easier Brushing
- Tough, Enamel-like Film
- Uniform Coverage
- Uniform Gloss
- Colors That Stay Bright
- White That Stays White
- Keeps Itself Clean
- Uniform High Quality
- Long-Lasting Protection
- Maximum Economy



SWP Gloss White Trim sets off the modern lines of this ranch home, painted SWP Castilian Blue, very smart above the stone.



Shutters add a gay note, painted SWP Talisman Orange to contrast with Chelsea Gray on the house and pick up the warm tones of the stone.

PROTECTED WITH PAINT



SWP Royal Maroon for the siding picks up the tones in the foundation. SWP Castilian Blue dramatizes the door. And SWP Gloss White calls attention to the windows.



The classic charm of this Cape Cod home shows at its best painted SWP Gloss White with SWP Verdas Green for contrast on the shutters.

SWP Colonial Yellow with Gloss White for the trim and Ardmore Green on the shutters give this house a look of elegance.



Doorway painted SWP Berkeley Yellow makes an inviting entrance contrasted with SWP Plymouth Green on the siding.



Sparkling SWP Gloss White makes this house stand out beautifully against its tree background, with Hillcrest Green to set off the well-spaced windows.

SWP®

HOUSE PAINT

*... the highest standard
of quality*

For over 80 years, SWP House Paint has kept out in front for quality. There's a reason for this. Right from the start, Sherwin-Williams insisted that every gallon of SWP House Paint must meet the highest standard possible. For this purpose a staff of highly trained paint chemists and technicians is maintained. Theirs is the responsibility of constantly improving SWP House Paint, keeping pace with modern scientific progress. As a result of their continuous research, we can honestly say SWP House Paint today is the best in paint history.

Note how beautifully SWP Berkeley Yellow contrasts with the gray roof, with SWP Gloss White to show off the interesting lines of door and windows.



How smart that recessed door looks painted SWP Gloss White to match the house. Ardmore Green on the shutters provides rich contrast.



SWP IS $\frac{1}{3}$ EASIER TO APPLY

Recent improvements in brushing qualities make SWP House Paint easier . . . and faster . . . to apply than other house paints. You can actually cover a given area with 33% less effort. In other words, you can paint as much surface with the same effort in two hours as you used to do in three . . . and still be assured of the superlative covering properties for which SWP is famous. This is the result of continuous research and testing as explained on page 28.



Quality Control of Raw Materials

Quality starts with the ingredients used in making paint. Since raw materials for paint come from all over the world . . . and may vary . . . Sherwin-Williams maintains its own refining and processing plants to assure uniform high quality in the raw materials used for SWP House Paint.



Quality Control of Manufacturing

The actual making of paint is controlled and checked throughout the entire process. In addition, immediately a batch is finished, it is submitted to nine different quality-control tests to make sure it is of the right consistency and meets the high standards for which SWP is world famous. If it fails any of these tests, it is rejected. If it passes all of them, it is submitted to the same nine tests 24 hours later, and again after 30 days, to make sure no adverse chemical reaction has taken place. Thus, you can be sure every gallon you buy meets the high standards which have made SWP the leader in the field.



Quality Control in the Laboratory

Carbon arc units, such as the Atlas "Weather-Ometer" illustrated, are laboratory devices in which painted panels on a rotating drum are exposed alternately to strong ultraviolet light and to water spray. Within a few minutes, this machine simulates the effect of months of outdoor exposure. It's a laboratory method of determining how SWP will "hold up" . . . another means of assuring and maintaining the maximum possible durability which makes SWP House Paint so economical.



Quality Control in the Field

Actual exposure tests are made on testing stations all over the country. SWP House Paint and other brands are brushed on wood panels and exposed to years of weather and wear, ranging from subzero cold to desert heat, from burning sun to high humidity, from driving rains to icy sleet, from sweeping winds to industrial fumes. At regular, short intervals, these are checked for any signs of wear and the findings are reported to the laboratory. There, research chemists are constantly working to improve SWP House Paint and to make sure it maintains its leadership in quality.



Quality Control on ACTUAL HOMES

In cities and in the country, from north to south and coast to coast, Sherwin-Williams tests SWP House Paint and other brands on actual homes. Two houses next door to each other are painted the same way, one with SWP, the other with another brand. They are

obviously subjected to the same weather and atmospheric conditions. At short, regular intervals they are inspected to see how the paints are holding up, and the findings reported to the laboratory where chemists and technicians are working to maintain the highest quality possible.

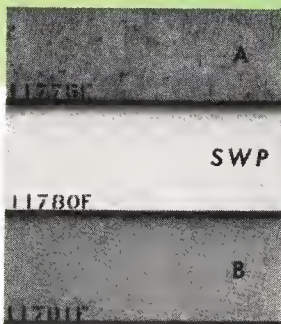


Above are photographs of one such test. Two houses were painted at the same time. For the house at the left, SWP was used. Its neighbor was painted with another brand. Both were given two coats and both looked good when new, in photograph 1. Five years later, photograph No. 2 was taken. You can readily see that SWP still looks fresh, while the other shows great dirt collection and breaks in the paint film.



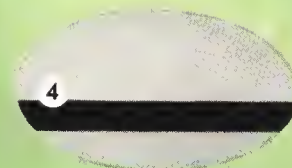
Control of Chalking

SWP is controlled to assure the right rate of chalking so that it keeps itself clean, yet gives maximum protection. When house paint chalking too fast, it washes itself off . . . when too slow, it collects dirt. This photograph shows the difference . . . as proved in one of the many tests Sherwin-Williams performs. Half this house was painted with SWP, half with another brand. You can see how, years later, SWP (right) is still clean and in good condition.



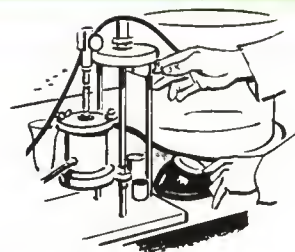
Control of Mildew

This photograph shows what happens to various house paints in hot, humid climates. The top strip, Paint A, shows great mildew collection after 6 months' exposure in Florida. Paint B shows dirt collection. The new-looking condition of SWP (center strip) proves SWP holds up in hot, humid climates.



Close-Up Views of the 2 Houses

"Close-up" pictures of the two houses at left were taken at the same time. Upper photo (3) shows the wear and dirt collection on the competitive paint, while the lower photo (4) shows SWP House Paint to be still in good condition.



Control of Brushing Qualities

With SWP House Paint you can actually cover a given area with $\frac{1}{2}$ less effort . . . it is of the right consistency to brush on more easily yet assure proper hiding powers. This improvement is made possible by the High Shear Viscometer, illustrated, a machine invented by Sherwin-Williams which makes possible the scientific measurement of the brushing qualities of house paint.

Famous **SWP** WHITE

*House
Paints*



*... controlled to withstand every
condition house paint has to meet*

Different atmospheric conditions cause different reactions to white house paint . . . may turn them yellow or a dingy gray, for example. So, Sherwin-Williams chemists have formulated SWP Whites to guard against all the conditions house paint has to meet. All are carefully checked, tested and controlled to make sure each SWP White stays white under the atmospheric conditions it was formulated to meet.



How handsome SWP One-Coat White can make a house, with SWP Verdas Green shutters for accent.

SWP Gloss White gleams richly above the stone of this house with SWP Sagamore Green on the shutters.



SWP Gloss White makes this house sparkle, with SWP Ardmore Green for contrast on the shutters.

SWP Gloss White #471

A clean, sparkling true white with a rich gloss that adds importance to any house and gives maximum beauty and protection. It is formulated to withstand all kinds of weather and to stay white under average residential conditions.

SWP Tinting White

A base white for producing special pastels by tinting with S-W Tinting Colors or blending with regular SWP Colors.

SWP #450

White Undercoater

Essential to a uniform finish coat when painting new wood or old weather-beaten surfaces. So Sherwin-Williams developed #450 White Undercoater to make sure all surfaces are the same . . . it soaks into the pores of the various woods used in building a house, gives them uniform color and surface, and forms a perfect bond with SWP House Paint.

SWP One-Coat White

When the old paint film is in good condition, but your house needs brightening, SWP One-Coat White is what you need. Designed for repainting only, it is a heavily pigmented white paint that goes on easily, holds its whiteness and gives years of protection in just one coat. Can not be tinted.

SWP Fume-Resisting White

In metropolitan and industrial areas, where smoke and fumes discolor white paint, SWP Fume-Resisting White stays white longer. Specially formulated to guard against excessive fumes.

For Mildew Resistance

In humid climates where mildew fungus accumulates on the exterior of houses, add 2 to 4 ounces of S-W Mildew Resistant Additive to every gallon of SWP House Paint. This kills fungus, preventing mildew collection.



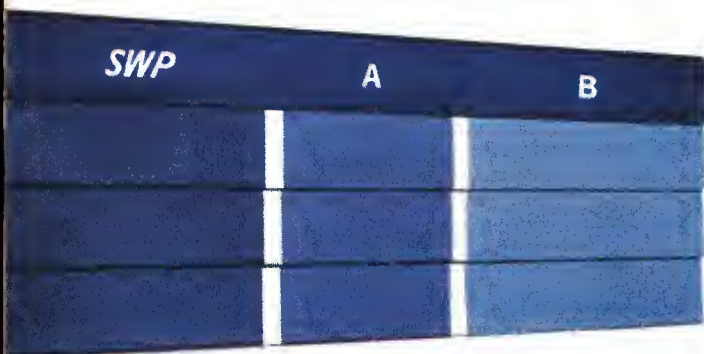
SWP® COLORS

controlled for maximum COLOR RETENTION

Sherwin-Williams paint chemists have made great strides in the development of color permanency in house paint. With SWP House Paint, you don't have to be afraid of reds turning brown, greens turning blue, yellows fading to cream, and other such color changes as you've seen. SWP colors are formulated, controlled and tested to provide sparkling, clean colors with maximum color retention.

And, there's a wide range of SWP colors . . . brilliant trim colors, clear pastels and rich medium shades to enhance all styles of architecture. Every SWP color offered you has been tested for fade-resistance qualities. These tests are conducted continuously on all SWP colors made.

TESTS LIKE THIS ARE CONDUCTED FOR ALL SWP COLORS



This test panel was painted with three different blue house paints. The strip across the top was completely covered, so that you can see how similar the blue paints looked when new. Compare them with the wider strips after exposure. At left, SWP House Paint retained its color almost like new. The center strip faded appreciably, and the right one lost a great deal of color. In this way, *all* SWP colors are tested and compared with similar colors in other paints. Panel was washed before being photographed.

Red is a growing fashion for houses. Here you see why. SWP Winthrop Red gleams so richly, with SWP Gloss White to outline the lovely, low lines.



Bright as sunlight, winter or summer, is this house painted with SWP Berkeley Yellow. SWP Gloss White for the trim makes a subtle contrast.



SWP Chelsea Gray gives this ranch-type house an air of dignity. SWP Berkeley Yellow shutters and white trim add sunny contrast and accent the graceful lines.



First steps to the

BEST POSSIBLE PAINT JOB

Here are a few facts you should know before you start any painting... and tips to make the job go more smoothly... save you time and effort.

HOW MANY COATS?

Three-Coat System. For the highest quality job, the 3-coat system is recommended for new wood, or for surfaces where the old paint has been removed. First, apply SWP #450 Undercoater, to uniform the surfaces of the various woods used in building a house. Let dry 48 hours and apply SWP House Paint, which forms a

perfect bond with #450 Undercoater. After drying 2 days to one week, this should be followed by a second coat of SWP House Paint. This 3-coat system assures maximum protection over new or bare wood.

Two-Coat System. This is recommended for previously painted surfaces where the paint film shows unevenness of condition... it may be soft in some areas, hard in others, unusually dirty in still others, due to different exposures to sun, wind and other weather conditions. In such situations, first apply a coat of SWP #450 Undercoater to make the entire surface the same. After at least 48 hours' drying time, apply one coat of SWP House Paint.

One-Coat System. Only recommended for previously painted surfaces, where the paint film is in firm condition. Apply one coat of SWP One-Coat White. This heavily pigmented white paint gives the surface full protection, covers in just one coat, brushes on easily. Can not be tinted.

WHEN TO PAINT?

Best time is during a period of clear, dry weather when the humidity is low. Never paint in hot sun... it's bad for you, bad for the paint. Never paint in a high wind... it blows dust and bugs onto fresh paint. And never soon after rain... paint won't cling over damp surfaces, so allow plenty of time after rain before painting.

WORK IN THE SHADE

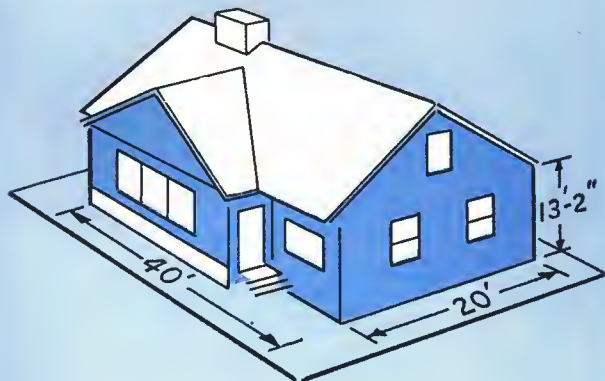
Start painting on the shady side of the house, and follow the sun so you're painting in the shade. Wait until the dew dries before you start; stop before it falls at dusk.

PROTECT SHRUBBERY

Cover shrubbery and walks with drop cloths to protect them from spatters. And be sure your car is out of the range of stray spatters... yet easily accessible if it should be needed by other members of the family.

ESTIMATE ENOUGH PAINT!

The amount you need varies with the condition of the surface. To determine the amount usually required, compute the square feet to be covered by multiplying the distance around the house by its average height.



Example:—Length, 2 sides, 40' long . . . 80'
Width, 2 sides, 20' long . . . 40'
Total Distance Around . . . 120'
Multiply by average height
plus 2 feet 15'
Total Square Feet 1800

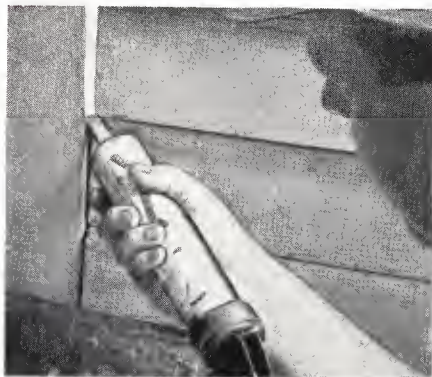
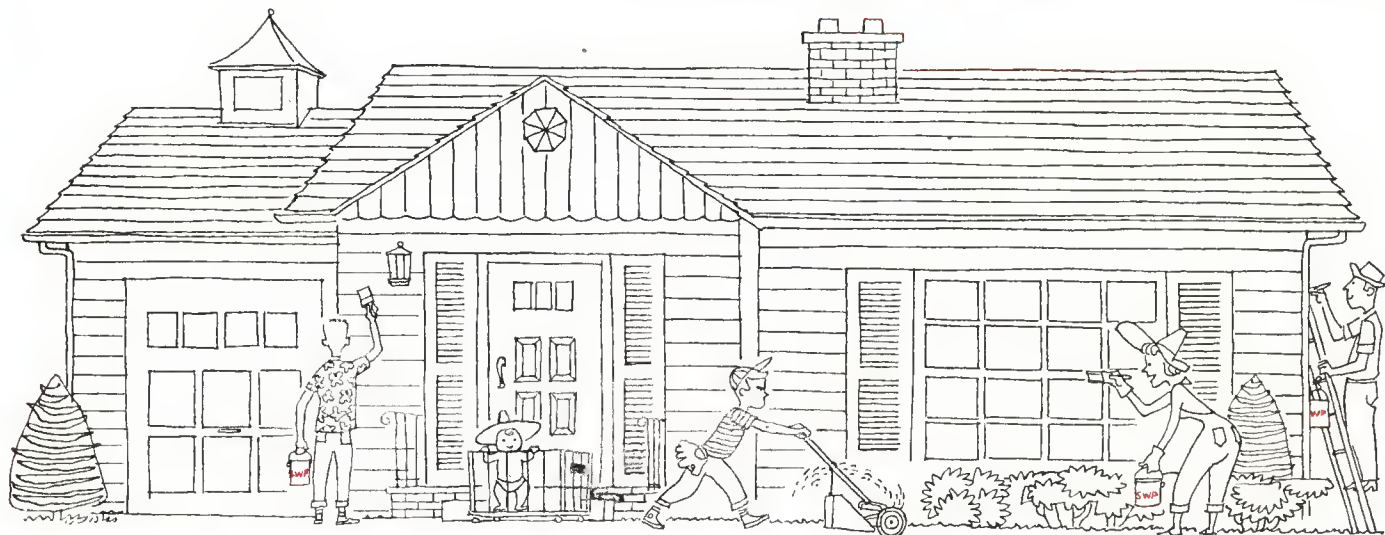
SWP #450 Undercoater covers approximately 450 sq. ft. per gallon. Therefore, divide 1800 by 450, resulting in 4 gallons needed for priming. For top coat, SWP House Paint covers 500 to 600 sq. ft. To be on the safe side, divide 1800 by 500, resulting in a little over 3½ gallons.

WHAT YOU'LL NEED

First your paint... SWP #450 Undercoater, SWP House Paint in body, trim and roof colors, and S-W Porch and Floor Enamel for porch and steps.

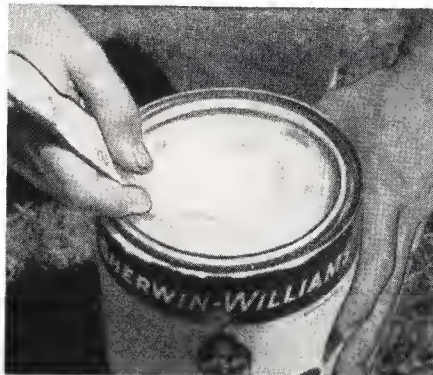
- 4-inch brush for siding
- 3-inch brush for doors and trim
- 1-inch sash brush for windows
- Steel wool, sandpaper, wire brush, scraper
- Putty and S-W Glaz-Kalk
- Drop cloths for protecting shrubbery
- Painters' duster for dusting areas before painting
- Brush and roller cleaner
- Tinnex Red

How to apply **SWP** HOUSE



4. Seal Open Joints

Open joints where siding meets masonry—at corners, where doors and windows meet siding, etc.—must be sealed. Apply S-W Glaz-Kalk with pressure gun or knife.



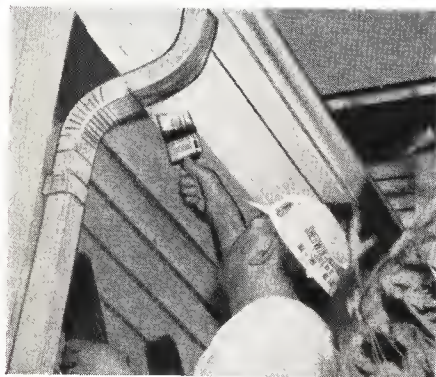
5. Preparation of Paint

Stir thoroughly from bottom of can with upward motion. If pigment has settled, pour the clear liquid into a clean container. Stir the remaining portion to a smooth, soft consistency; then work the liquid in slowly by stirring.



6. Begin at High Point

Start at peak of house, under the eaves, and work across the siding. Paint the eaves as you go to save time when working from a ladder.



10. Begin at Corner

When the peak is painted level with the roof line, start at a corner and work across. Paint downspouts and trim as you come to them. Finish one side before "calling it a day".



11. Gutters and Downspouts

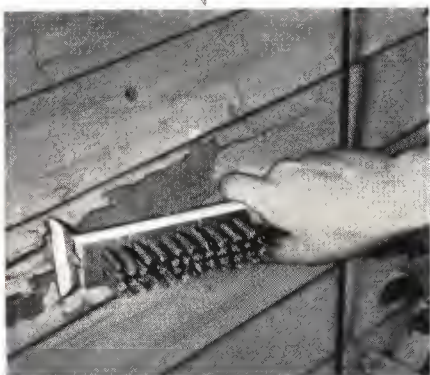
These will be less conspicuous painted to match the house. First remove rust spots with steel wool, then prime with SWP #450 Undercoater. Paint inside of gutters with Tinnex Red.



12. How to Paint Doors

On paneled doors, first paint moldings and beveled edges, then finish the panel. Paint all panels, then the top and bottom crossrails, right and left stiles. Edges come last.

PAINT...for Best Results



1. Remove Loose Paint

Scrape off peeling, flaking or blistered paint with scraper or wire brush. Then sand and spot-prime with #450 Undercoater to be ready for the overall coat of SWP.



2. Renew Old Boards

Where wood siding or trim comes close to the ground, remove all dirt, grass and so on from the boards. Replace damaged boards and prime with SWP #450 Undercoater.



3. Re-Putty Window Panes

Remove any loose putty. Prime the open rabbet with thin SWP #450 Undercoater. When dry, re-putty with Sherwin-Williams Elastic Glazing Compound.



7. Dust Surfaces

With your painters' duster, brush dust from cracks, window sills, under siding as you come to each area. Dust left on any surface will streak the finish coat of paint.



8. Loading the Brush

Dip brush into paint about $\frac{1}{2}$ the bristle length, and tap off excess on inside of can. Do not scrape over rim . . . you want plenty of paint in the brush to flow on easily.



9. Holding the Brush

Hold brush by the handle above the ferrule. Apply paint generously. Blend with right and left strokes; level off with long, sweeping strokes into the previously painted area.



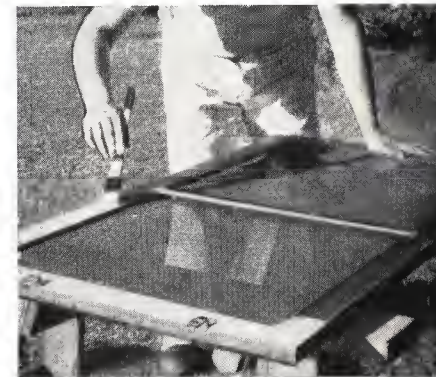
13. Painting Windows

If there are crossrails in the window, start with them, using your 1-inch sash brush. Then do the top, sides and bottom in that order. Next, casing and trim, using a 3-inch brush.



14. Porches and Steps

These should be done last. Use S-W Porch & Floor Enamel in a color to harmonize with your SWP. First remove loose paint and spot-prime with Porch & Floor Enamel.



15. Shutters, Screens, Storm Sash

These are easier to paint when taken down and laid flat. Can be done in garage or cellar on days not suited to outside painting. It's smart to have them ready for when needed.



What a difference accent colors make! Here you see how SWP Solfast Red on the permanent awnings points up the gleaming beauty of SWP Gloss White on the siding.



You can individualize your home with colors that are "different" . . . like this in SWP Colonial Yellow. Dark SWP Hillcrest Green on the shutters adds rich contrast. SWP Gloss White accents its interesting lines.

How friendly and gay this house looks, painted SWP Geneva Cream with SWP Ardmore Green on the shutters to point up the windows. Note how SWP Gloss White outlining the roof line is repeated for good color balance on the fence.



Colorful beauty that withstands weather
and wear on porches and steps!

SHERWIN-WILLIAMS PORCH AND FLOOR ENAMEL



Green Porch and Floor Enamel makes this concrete porch sparkle, sets off the Rose Mist Enameloid on the furniture.

Rich, gleaming colors to make your exterior porches and steps part of your outdoor color scheme . . . in a lustrous finish that gives them glowing new beauty! That's Sherwin-Williams Porch and Floor Enamel . . . a tough, long-wearing finish for exterior and interior use. It dries to a hard surface that resists scuffing, snow, sleet, rain, sand . . . stays new-looking a long time . . . and is easy to keep clean. In ten stunning colors to harmonize with exterior and interior color schemes.



Where to Use Porch and Floor Enamel

Porch and Floor Enamel is a tough, hard-wearing covering for interior and exterior surfaces such as porches, stairs, floors, dados, boat decks—of wood or metal. Covering capacity: 500 square feet per gallon, one coat.



Prepare the Surface. Make sure surface is clean, dry and smooth. Scrape off chipped or flaking paint, sand to level, wipe off sand dust and spot-prime with Porch and Floor Enamel.

Easy to Apply. Needs no primer or sealer. One coat covers all but the most badly worn surfaces. On bare wood or metal, apply two coats of Porch and Floor Enamel. Use a 3-inch brush and work with the length of the board.



A Harmony in Greens

Three greens together, blending from rich Green Porch and Floor Enamel on the random-width boards of the floor to Super Kem-Tone Lichen on the walls . . . a stunning harmony to contrast with the whites, reds and browns of the wallpaper, dust ruffle, curtains and accessories.



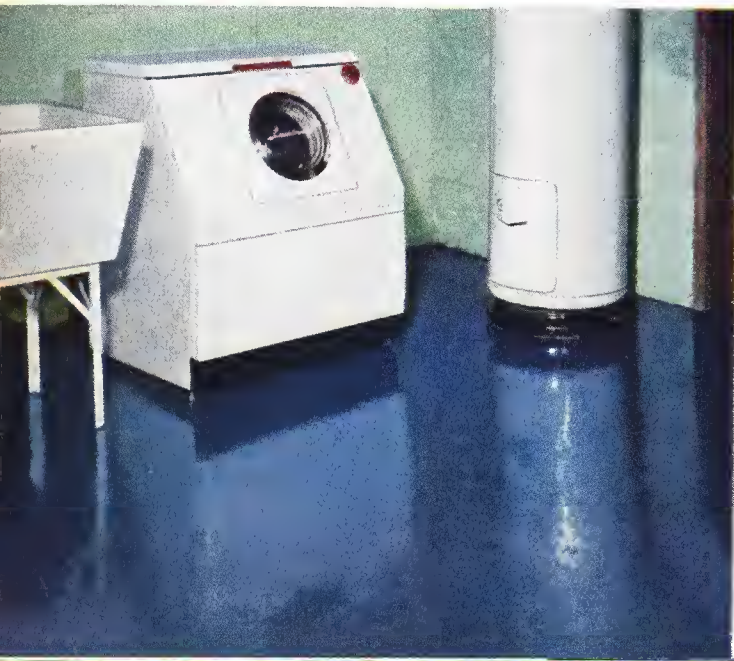
Indoors too!

SHERWIN-WILLIAMS PORCH AND FLOOR ENAMEL

provides colorful beauty for floors and stairs

In bedrooms, kitchens, halls, recreation rooms, wherever your decoration calls for colorful floors, you'll love the rich effect of Porch and Floor Enamel. It's so durable, too, so easy to keep clean, and may be waxed if desired!

Blue Porch and Floor Enamel contrasts smartly with Pastel Green Semi-Lustre walls.



About Unpainted Concrete Floors

New or unpainted concrete floors may contain alkali, moisture, and have a slick surface. Moisture plus the alkali always present in concrete affects the oils in ordinary paints and enamels to form a soapy substance that washes off. And paint will not cling when the surface is slick. So, concrete floors should be etched to provide proper adhesion. With a broom, spread on a solution of Bowlene or Sani-Flush mixed according to label directions. Let stand 10 minutes and flush off with a hose. When thoroughly dry, apply S-W Concrete Floor Primer, a rubber-base paint that is alkali resistant and forms a strong bond with Porch and Floor Enamel.

Hard Places Made Easy

To paint under or behind stationary equipment, use a Roller-Koater . . . a long-handled one will save stooping.



Beauty . . . that's easy on your budget!

SHERWIN-WILLIAMS SEMI-LUSTRE



A happy setting for work or snacks, with Semi-Lustre Buttercup on the cupboards to repeat the yellows in the dining room and Semi-Lustre Pastel Green on the walls for contrast. The clock repeats the dining room reds.

. . . a lovely finish with a rich half gloss for walls and woodwork

If you prefer a quiet, subdued gloss . . . if you want an unusually beautiful and durable finish at a big saving . . . Semi-Lustre is a *real buy*. Its rich half gloss reflects light without glare. The colors are lovely . . . ranging from pale to bright to suit every decorating need. And . . . Semi-Lustre will take heavy-duty wear in laundries, recreation rooms, kitchens, bathrooms. It's really *tough* . . . as well as beautiful!



Easy to Apply

Semi-Lustre comes ready to use—stir and apply. Use brush or Roller-Koater on walls, brush on woodwork. It goes on easily over wood, plaster, previously painted surfaces, metal, brick. One gallon covers approximately 500 sq. ft. One coat covers previously painted surface of the same color. Dries hard in 24 hours.



Durable, Washable

Semi-Lustre's tight surface makes it easy to keep sanitary—dirt and dust don't adhere. Dirt, smudges, grease, ink, crayon and pencil marks . . . even match scratches . . . come off easily with ordinary household cleaners.



Clever idea to finish the insides of cupboards with washable Semi-Lustre to match the pinks in the wallpaper! It's an easy intermixture of Flamingo, Winfield Gray and White . . . a lovely rose tone.

To bring out *ALL*

Beautiful floors do so much to make a room distinctive! And it's so easy to make . . . and keep . . . them beautiful, with two or three coats of Mar-not Gloss Varnish. To achieve that warm, friendly tone of floors and furniture, simply apply Sherwin-Williams Maple Oil Stain, followed by Mar-not. It makes a brilliant contrast in finish with Super Kem-Tone Wood Rose on the walls.



PHOTOGRAPH COURTESY E. L. BRUCE CO., MEMPHIS, TENN.

PHOTOGRAPH COURTESY
GEORGIA-PACIFIC PLYWOOD COMPANY, NEW YORK, N. Y.



PHOTOGRAPH COURTESY UNITED STATES PLYWOOD CORPORATION, NEW YORK, N. Y.

An interesting room . . . with pale walls contrasted with rich mauve floor . . . a color combination you'll find on page 40 of our Decor-Aider. Walls are Korina Weldwood . . . the mellow, hand-rubbed look is easy to create with Mar-not Gloss followed by Mar-not Satin Finish. That lovely blond tone can be duplicated with Sherwin-Williams Platinum Oil Stain.

A look of elegance characterizes this room with its Ripplewood Textured Wall Paneling. To create a sparkling finish in key with the furnishings, simply apply two or three coats of Mar-not Gloss Varnish. To duplicate that rich brown, first apply Sherwin-Williams Wahuut Oil Stain.



the natural beauty and charm of wood!

MAR-NOT* VARNISH

in sparkling gloss or soft satin finish to make wood gleam

The natural beauty of your floors and woodwork and the distinctive, graceful grain of fine wood furniture will be enriched and enhanced with Mar-not Varnish. It dries to a clear, hard film that gleams with luxury and reveals every lovely line and delicate shading of beautifully grained wood . . . gives it rich brilliance.

Yet it's tough! Mar-not assures a smooth, hard surface that resists scratching and scuffing, withstands even boiling water and alcoholic beverages. It's easy to keep sparkling simply by wiping with a damp cloth. For a full, high gloss, apply two coats of Mar-not Varnish. If you prefer a mellow, hand-rubbed

look, the second coat should be Mar-not Satin Finish.

Where to use Mar-not Varnish

Mar-not may be applied over any interior wood surface that is clean, smooth, dry. Over previously varnished wood, in good condition, simply wash, let dry thoroughly, and apply Mar-not Varnish. One quart will recoat the average bedroom.

New, open-grained wood requires S-W Paste Wood Filler, first. Brush on with the grain, wipe off across the grain, sand smooth. Then apply two coats of Mar-not Varnish, with 24 hours' drying time between coats.

*Trade Mark

MUSTS in applying Mar-not Varnish



A clean brush is essential

One way to be sure your brush is clean is to pour a little varnish into a separate, clean container. Brush out several brushfuls from this on a clean surface, such as a new piece of wood. Then throw away this small amount of varnish which contains the dust and dirt from the brush. Do not use a brush that has been used in paint.



Make a varnish cup

When varnish is wiped on the edge of the can, it will dry on the rim. Then, dried particles fall into the varnish, causing a "seedy" job. So . . . get a metal cup, large enough to take your brush, run a wire through the center near the top and wipe your brush on this.



Clean surface and dust-free room

The varnish brush will pick up dust particles and every one will be magnified in the glossy finish. So, make sure the surface is clean and free from dust. Clean dust from cracks and crevices . . . a tack rag is good for this. Work in a room as free from dust as possible. Varnish flows more easily when the room temperature is 70° or more.

How to apply MAR-NOT* VARNISH



First, prepare the surface. New wood, or old wood from which the old finish has been removed, must be sanded smooth, then bleached, or stained if desired. Open-grain woods should be filled, then sanded again. Then apply two coats of Mar-not Varnish.

*Trade Mark



Flow Varnish on Liberally

For the first coat, Mar-not Gloss Finish should be reduced 12½% with S-W Exolvent or turpentine. Flow on with the grain of the wood, completing an area about 2 x 4 feet.

Cross-Brush Lightly

On flat areas, like floors, table tops, wood paneling, it is well to cross-brush the varnished area. Without reloading the brush, brush lightly *across* the grain of the wood.

Level Off with the Grain

After cross-brushing, level off lightly with the grain of the wood. This levels out the varnish to a uniform film and does much to prevent sagging on large, flat areas like doors and wall paneling.

SECOND COAT

Let the first coat dry overnight. Then sand lightly with extra fine sandpaper and wipe with a tack rag or a cloth dampened in Exolvent or turpentine. Apply second coat of Mar-not Gloss Finish, just as it comes from the can. Additional coats of Mar-not Varnish, with light sanding between coats, will give greater depth and lustre to the finish.

HAND-RUBBED EFFECT

You may obtain this without the laborious job of hand-rubbing, simply by applying a final coat of Mar-not Satin Finish. The first coat must always be Mar-not Gloss Finish, sanded lightly and wiped to remove dust and sand particles. This assures "depth" to the Satin Finish which makes your woodwork and furniture truly luxurious.

Handbook on Wood-Finishing

Furniture Finishing Facts will be a great help for any wood-finishing you plan. It tells you about various kinds of woods and how to prepare them for finishing. Gives complete facts on sanding, bleaching, staining, filling. Explains how to achieve many kinds of finishes... varnish, shellac, wax, hand-rubbed, limed, antique, enamel, flat black and so on. Available in our store for 25c.



For you who prefer enamel with a sparkling high gloss!

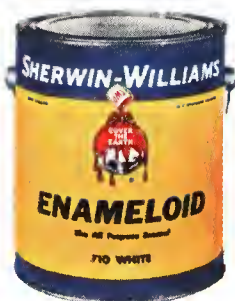
SHERWIN-WILLIAMS ENAMELOID®

A brilliantly beautiful, amazingly hard enamel for interior and exterior use

Wherever you want a full-gloss finish that takes hard wear . . . and colors that really sparkle . . . you want Enameloid. It transforms indoor and outdoor furniture into brilliant "conversation pieces" . . .

makes woodwork throughout your home gleam luxuriously . . . gives kitchen and bathroom walls a tile-smooth finish that's so easy to keep sparkling clean.

And . . . you have such a wonderful choice of colors. Ranging from pastels to bright tones, like clear Flame Red, all have a sparkle no other enamel gives. There's also a true White that stays white, a gleaming jet Black and a Flat Black for metal grillwork. It goes on easily . . . covers 400 sq. ft. per gallon, one coat. One coat covers previously enameled surfaces. On new wood, plaster, metal, an undercoater is needed. Use a mixture of equal parts of S-W Flat-Rite Undercoater and Enameloid.



AMAZINGLY DURABLE

When properly applied to a properly prepared surface, Enameloid will not chip, crack or wrinkle even under rough treatment.



HEAT RESISTANT

Boiling water, hot cooking grease, hot dishes do not mar Enameloid's hard surface. It won't "soften" in the sun; clothing won't stick to it.



STAIN RESISTANT

Enameloid's tile-smooth film keeps liquids out. Fruit juices, boiling water, alcoholic beverages won't stain because they don't penetrate . . . they roll off.



SO EASY TO WASH

Because it is smooth as tile, Enameloid is easier to wash than most enamel surfaces. Crayon, grease, ink, soot come off with a very minimum of rubbing.

How sparkling Enameloid Pastel Blue can make a bathroom, when matched to the tiled wall and contrasted with Enameloid Flamingo inside the cupboards!

PHOTOGRAPH COURTESY UNIVERSAL-RUNDLE CORPORATION, NEW CASTLE, PA.



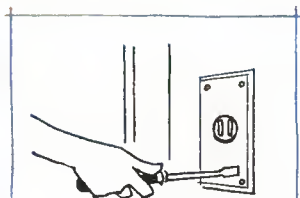


ROOM BY THE MAKERS OF ARMSTRONG'S LINOLEUM, LANCASTER, PA.

Where to use *SHERWIN-WILLIAMS* **ENAMELOID®**

Indoors

Kitchen and Bathroom Walls
Woodwork throughout the House
Wood and Metal Cabinets
Furniture for Any Room
Outsides of Laundry Tubs
Hot Water and Heating Pipes
Picture Frames, Lamp Bases



SAVE TIME

You save time and effort when you take time to remove light-switch plates and hardware before you begin to paint... and you do a neater job.

This bright and gay effect can be achieved with Enameloid Lotus Yellow and White, with Flamingo for accent on the spice shelves, and Charcoal Blue for a dark accent on the dropped ceiling.

Enameloid Chilton Yellow on flowerbox and chair seats matches the umbrella, contrasts subtly with Enameloid White on the furniture... all very smart against the Oak color Porch and Floor Enamel on this concrete patio.



Outdoors

Wood and Metal Furniture
Garden Tools, Trellises
Bicycles, Automobiles
Lawn Mowers, Picnic Tables
Metal Stair Rails

The sparkling gloss of Enameloid makes garden tools and toys colorful, protects them from weather.



How to get best results with

SHERWIN-WILLIAMS ENAMELOID®



Enameloid comes ready to use, needs no thinning. Stir thoroughly, from the bottom of the can with an upward, circular motion until it is the same consistency throughout. Use a 3-inch brush on walls, 2½-inch brush on furniture and woodwork, 1½-inch brush for small work. On walls and ceilings, Enameloid may be applied with a Roller-Koater. One pint paints an average kitchen table and 4 chairs.



Prepare the surface

Wash to remove wax, grease, dirt so that new paint will cling. Dull high-gloss surfaces by sanding so that paint will adhere. Be sure new plaster is thoroughly dried. Sand new wood smooth and dust well.



On new surfaces

Bare plaster and wood require an undercoat. This should be a mixture of equal parts of S-W Flat-Rite Undercoater and Enameloid in the desired color. Let dry overnight, sand lightly and dust off. Then apply a full, uniform coat of Enameloid.



Apply freely

Dip brush into Enameloid about ⅓ the bristle length. Tap out on inside of can. Flow on freely as for any enamel. Do not feather out . . . leave a good wet edge, and always work from dry area into wet edge.



Upside down

Chairs, tables and similar items should be turned upside down, and the legs, rounds and under areas finished first. Work from the inside out so you don't have to reach over wet paint. Then, turn right side up and finish tops and backs.



Cabinets, shelves

Remove doors, if possible . . . they're easier to paint laid flat, and they don't get in your way when doing shelves. Paint shelves from inside out, beginning at the back.



Clean brushes

It's easy to remove Enameloid from your brush with Kem Paint Brush and Roller Cleaner. Pour a small amount into a can or jar. Work it into brush thoroughly, shake out, then rinse in clear water. When dry, wrap in paper to store.

SHERWIN-WILLIAMS

HOUSEHOLD PAINTING GUIDE

For Painting, Varnishing, Staining and Enameling

SURFACES TO BE PAINTED	TO PAINT	TO VARNISH	TO STAIN	TO ENAMEL
Barns, Silos, Outbuildings	SWP Commonwealth Paint Farm & Ranch White R & B Utility Paint		Shingle Stain	
Brick, Stucco, Concrete—Prime:	Masonry & Asbestos Siding Primer			
Finish:	SWP Brick & Stucco Paint			
Ceilings—Interior	Super Kem-Tone Flat-Tone Kem-Tone Semi-Lustre	Mar-not (Wood only)	Oil Stain Flo-Lac (Wood only)	Kem-Glo (Soft Gloss) Enameloid (High Gloss) Flat-Tone (Low Gloss)
Exterior	SWP	Rexpar	Oil Stain	Enameloid (High Gloss)
Doors—Interior	Semi-Lustre	Mar-not	Oil Stain	Kem-Glo Enameloid
Exterior	SWP	Rexpar	Oil Stain	Enameloid Kem-Glo
Fences—Wood & Metal	SWP R & B Utility Paint Farm & Ranch White		Shingle Stain (Wood)	
Floors—Concrete	Porch & Floor Enamel (Prime unpainted floor with Concrete Floor Primer)			Porch & Floor Enamel (Prime unpainted floor with Concrete Floor Primer)
Wood	Porch & Floor Enamel	Mar-not Gloss or Satin		Porch & Floor Enamel
Furniture—Interior	Semi-Lustre	Mar-not Gloss or Satin ;	Oil Stain	Enameloid (High Gloss) Kem-Glo (Soft Gloss)
Exterior		Rexpar	Oil Stain	Kem-Glo Enameloid
Houses, Garages—Wood	SWP	Rexpar	Shingle Stain	
Asbestos Shingle	SWP Brick & Stucco Paint (Prime with Masonry & Asbestos Siding Primer)			
Implements, Tools, Trallers, Wagons, etc.	SWP	Rexpar		Tractor & Implement Enamel
Linoleum—Printed (Not recommended for inlaid linoleum)		Mar-not Lin-X Clear Gloss		Porch & Floor Enamel
Radlators, Pipes, etc.	Semi-Lustre Aluminum Paint Flat-Tone			Kem-Glo Enameloid Flat-Tone
Roofs—Wood Shingle	SWP		Shingle Stain SWP (Reduced ac- cording to directions)	
Metal	R & B Utility Paint Commonwealth Metalastic Asphalt Alum. Paint #40			
Screens—Galvanized & Black Iron				Screen Enamel, Black
Copper, Brass & Aluminum	Aluminum Spar Enamel #29			
Walls—Interior (Plaster, dry wall, and wallboard)	Super Kem-Tone Flat-Tone Kem-Tone Semi-Lustre			Kem-Glo (Soft Gloss) Enameloid (High Gloss) Flat-Tone
Wallpaper	Super Kem-Tone Kem-Tone			
Wood	Semi-Lustre	Mar-not Gloss or Satin	Oil Stain Flo-Lac	Kem-Glo Enameloid
Basement	Super Kem-Tone Flat-Tone Aluminum Paint			Kem-Glo Enameloid Porch & Floor Enamel
Woodwork—Interior	Semi-Lustre Flat-Tone with Con- verting Liquid	Mar-not Gloss or Satin	Oil Stain	Kem-Glo Enameloid

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Wallpaper	Super Kem-Tone Kem-Tone			
Wood	Semi-Lustre	Mar-not Gloss or Satin	Oil Stain Flo-Lac	Kem-Glo Enameloid
Basement	Super Kem-Tone Flat-Tone Aluminum Paint			Kem-Glo Enameloid Porch & Floor Enamel
Woodwork—Interior	Semi-Lustre Flat-Tone with Con- verting Liquid	Mar-not Gloss or Satin	Oil Stain	Kem-Glo Enameloid